



State of Utah

**Department of
Human Services**

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Governor

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Lieutenant Governor

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BLAKE D. CHARD
Director
Division of Juvenile Justice Services

To: Program Directors
Assistant Program Directors

From: Blake D. Chard

Date: June 15, 2004

Subject: Acceptable Use Policy / Juvenile Justice Services Logo

By using the JJS logo, users agree to the following terms and conditions:

Users may not remove or alter any element of the logo; i.e. color, type, etc. The colors are Pantone 228 Blue and Warm Grey 6. Users may reduce or enlarge the logo so long as the Division name and BARJ words remain visible. The logo image includes the words: Juvenile Justice Services, Accountability, Competency and Protection. Users may not animate, morph or in any other way distort its appearance.

The user must be truthful and not misleading. The JJS logo may not be used to imply any relationship with, endorsement or sponsorship by JJS that is not true. Users may not use the JJS logo in connection with any disparaging statements about JJS, or statements that otherwise reflect poorly on JJS.

JJS reserves the right, at any time and without cause, to modify or suspend these policies and withdraw any permission granted under this agreement to use the JJS logo.

No commercial use is authorized and the logo cannot be used on merchandise for sale. The only exception is for items such as shirts, caps, pens, etc., that are sold to Division employees.

In addition, the logo may not be displayed as a feature or design element of any other logo. However, other company and government agency logos may appear on the same page. If an organization or event is endorsed by JJS, they will be allowed to use the logo on related printed material (signs, banners, brochures, flyers). The JJS logo must be used as given to the organization/event and may not be altered in any way except that users may reduce or enlarge the logo so long as the Division name and BARJ words remain visible.

The JJS logo is authorized to identify projects receiving JJS funding.

The JJS logo may be used as a link to the JJS home page or to identify a JJS client or partner. It may not be used to link to other pages on web sites or to link to any other third party web sites. JJS reserves the right to approve or disapprove the use of the JJS logo on any web page.